Impulse buying is not yet well understood. Impulse buying is a persuasive and distinctive aspect of consumers’ lifestyles. Much human activity is driven by impulses that are biochemically and psychologically stimulated. The purpose of this study was to compare men and women for differences in affective and cognitive processes associated with impulse buying behavior. Buying tendency scale to measure general impulse was developed and validated. The scale includes cognitive aspects (e.g. lack of planning and deliberation) and affective aspects (e.g. feelings of pleasure, excitement, compulsion, lack of control, regret). A total of 180 Suleyman Demirel University students served as the sample. Using analysis of variance tests, males and females were found to be significantly different with respect to affective process components (irresistible urge to buy, positive buying emotion and mood management) and cognitive process components (cognitive deliberation and unplanned buying).